

1999 - 2000 Utah Skier Survey - Summary Results

Non-Resident U.S. Respondants (48.8% of Total)

DEMOGRAPHICS		TRAVEL PATTERNS		PERFORMANCE	
GENDER		ACCOMMODATIONS		PERFORMANCE (1 to 5)	
Male	72.1%	Salt Lake County	42.8%	Resort Size/Terrain	4.4
Female	27.9%	Summit County	45.4%	Accessibility	4.2
		Other	13.1%	Customer Service	4.1
RACE		Hotel/Motel	48.2%	Lodging Quality	4.0
White	94.2%	Friends/Family	20.0%	Snow Conditions	4.0
Asian	3.6%	Rented Condo/Home	18.1%	Ambiance of Town	3.9
Other	2.2%	Other	13.6%	Price vs. Value	3.9
EQUIPMENT		AVG. LENGTH OF STAY 4.3 Nights		Restaurants	3.8
Downhill	82.1%	REPEAT VISITOR 66.8%		Cost of Airfare	3.7
Snowboard	16.4%	VACATION DECISIONS		Family Entertainment	3.3
Other	1.4%	October 9.5%		Ability to get a Drink	3.1
SKI ABILITY		November 11.6%		Promotions/Packages	3.1
Beginner	11.2%	December 18.2%		FAVORITE RESORTS	
Intermediate	59.3%	January 20.0%		Alta	14.7%
Expert	29.5%	February 8.5%		Park City	13.7%
AGES		TRANSPORTATION		Snowbird	8.6%
16-24 Years	16.5%	Airline 77.5%		Deer Valley	8.4%
25-34 Years	22.3%	Auto 20.9%		TOTAL EXPERIENCE	
35-44 Years	28.1%	Other 2.2%		(Scale of 1 to 5)	4.4
45-54 Years	24.6%	VACATION FACTORS		OLYMPIC INFLUENCE	
55+ Years	8.5%	Snow Conditions 22.1%		BEFORE	
INCOME		Familiarity with Utah 22.1%		More Likely	19.0%
Less than \$49,999	23.6%	Friends/Family 18.7%		Less Likely	9.8%
\$50,000-\$99,999	22.3%	New Experience 6.3%		No Impact	69.3%
\$100,000-\$249,999	28.3%	Accessibility 5.2%		DURING	
\$250,000+	11.2%	INFORMATION SOURCES (1 to 5)		More Likely	19.5%
Declined	14.7%	Previous Utah Experience 3.7		Less Likely	43.7%
AVG. GROUP SIZE 5.1		Friend or Acquaintance 3.5		No Impact	35.6%
ORIGIN REGION		Internet 2.3		AFTER	
West	42.8%	INTERNET USE 66.9%		More Likely	27.8%
CA	22.3%	Snow Conditions 75.5%		Less Likely	6.0%
NV	6.3%	Lodging 26.7%		No Impact	63.6%
AZ	4.1%	Airline 26.1%		ECONOMIC IMPACT	
South	21.4%	Resort Information 21.1%		Direct	\$740 mil.
TX	7.7%	INTERNET BOOKINGS 25.0%		Indirect	\$436 mil.
FL	5.2%	TRAVEL AGENT 23.4%		Total Skier Days (all)	3.0 mil.
GA	3.3%	PACKAGE DEAL 15.3%		Total Skier Days (NR)	1.5 mil.
East	18.7%	Lodging 77.4%		Per-Day Spending	\$273
NY	5.8%	Lift Tickets 76.2%		Food	25%
MA	2.7%			Lodging	24%
Midwest	17.1%			Ski Accessories	21%
IL	4.1%			Lift Passes	15%
OH	3.1%			Transportation	6%
				Other	8%

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International Respondants (3.2% of Total)

DEMOGRAPHICS		TRAVEL PATTERNS		PERFORMANCE	
GENDER		ACCOMMODATIONS		OTHER STATES SKIED	
Male	68.7%	Hotel/Motel	46.5%	Colorado	61.3%
Female	31.3%	Rented Condo/Home	27.9%	California	30.5%
		Friends/Family	16.4%	Vermont	25.6%
		Other	9.2%	Wyoming	16.6%
RACE		TRANSPORTATION IN U.S.		New York	10.1%
White	88.5%	Airline	81.5%	Nevada	7.0%
Asian	5.9%	Auto	11.1%	Idaho	6.7%
Other	5.6%	Other	7.4%		
EQUIPMENT		LENGTH OF STAY		UTAH DECISION FACTORS	
Downhill	93.7%	Avg. Stay in Utah	6.5 Nights	Snow Conditions	45.0%
Snowboard	5.8%	Avg. Stay in U.S.	13.1 Nights	Friends/Family	25.3%
Other	0.4%			Familiarity with Utah	9.4%
SKI ABILITY		FREQUENCY OF TRAVEL TO U.S.		Olympic Site	6.2%
Beginner	14%	More than once a year	40.7%	Price/Value	3.8%
Intermediate	60%	Once a year	23.7%	Other	33.6%
Expert	26%	Every two years	15.3%	<i>(Multiple Responses)</i>	
MEDIAN AGE		Less than every three years	11.9%	RESORTS SKIED IN UTAH	
33.0		First Time Ski Visitor	25.7%	Park City Resorts	47.6%
MEDIAN INCOME		Repeat Ski Visitor	74.1%	Cottonwood Canyon Resorts	41.3%
\$50-\$75K				Other Resorts in Utah	11.1%
ORIGIN REGION		INFORMATION SOURCES		ECONOMIC IMPACT	
Western Europe	52.8%	Friend or Acquaintance	42.1%	Direct	\$740 mil.
United Kingdom	33.4%	Previous Utah Experience	21.8%	Indirect	\$436 mil.
Germany	12.3%	Internet	11.6%	Total Skier Days (all)	3.0 mil.
Switzerland	2.4%	Brochures	5.8%	Total Skier Days (Int'l.)	96,000
North America	18.3%	Magazines	5.5%	Per-Day Spending	\$273
Canada	13.4%	Other	19.9%	Food	25%
Mexico	3.0%	<i>(Multiple Responses)</i>		Lodging	24%
Asia	7.7%	OTHER STATES VISITED		Ski Accessories	21%
Japan	4.0%	California	20.4%	Lift Passes	15%
Scandinavia	7.1%	New York	16.3%	Transportation	6%
Sweden	3.6%	Colorado	10.2%	Other	8%
Oceania	6.4%	Nevada	8.2%	<i>(Economic Impact is for all non-resident skiers to Utah)</i>	
Australia	4.3%				
South America	5.2%				
Brazil	2.3%				
Other	2.6%				